

**FOR IMMEDIATE RELEASE****THREE PEARS BRANDS ANNOUNCE ACQUISITION OF FIVE KEY  
HOUSEHOLD CONSUMER BRANDS FROM LORNAMEAD GROUP**

UK fragrance personal care and skincare brand owners Three Pears Brands continues to develop its consumer goods portfolio with the acquisition of five legacy brands.

The company has acquired the global rights and brand ownership of Harmony haircare, Stergene and Amplex from The Lornamead Group who has focused on personal care products since the early Nineties and bought Harmony from Unilever in 1998. The acquisition includes the much-loved Ingram shave cream and Leichner professional foundation and cosmetics.

Three Pears Brands Chairman Edward Dunn says, “We are delighted to conclude the acquisition of these brands having worked closely with the team at Lornamead to ensure a seamless transfer of the brands to ensure we can maintain a consistent supply chain. Distribution will now be from our own

Midlands-based distribution centre and we plan to integrate our existing supply chain network to over 40 countries to grow and develop the brands.”

Brand & Sales Director Chris Fallon, who has many years’ experience within the Health & Beauty industry with Revlon, Richards & Appleby, Starion International and most recently with Baylis & Harding, adds, “These legacy brands have a reservoir of goodwill and trust with consumers and the trade; a legacy that has taken many years to establish. Household names don’t become household overnight. It is better to put sales, marketing and distribution might such as ours, behind great brands like these, than starting with something new. At Three Pears Brands we have successfully breathed new life into Cyclax Skincare and our classic fragrance brands, with both the UK and International sales performing well. Our business focus is on acquiring and investing in well-

established legacy and heritage brands in order to maximise their growth and build our brand portfolio.”

Fallon continues, “These brands have stood the test of time, carved their market position and are icons of consumer good will. They are well trusted, and their brand evokes an authenticity that a new brand simply cannot achieve. We have undertaken a review of each brand over the past months and look forward to sharing our future plans as we invest in NPD, Marketing and Media support. Harmony has held its market share very well over the past three years and additional investment can only help that share grow. A lot of brands disappear because they are no longer relevant, nobody wants to buy an irrelevant brand. Take Amplex roll-on deodorant as an example of a brand with opportunity. Today it is part of a category with rising awareness among a global population looking for a healthier and fresher lifestyle. Demand for solid form deodorant and non-sticky products that are able to hold odour back for extended periods, is on the rise. Roll-ons are attracting more customers due to their skin-friendliness and proven excellence in the elimination of odour.”

Dunn summarises. “Focusing on the acquisition and development of Great British skincare, personal and now household brands, our manufacturing expertise, together with our understanding of the international market and exporting - provides us with a major competitive edge when it comes to quality, price, innovation and service. What we are seeking are brands with something of a point of difference and heritage and these new brands from Lornamead are an excellent fit to our existing portfolio”.

## **The Brands**

### **Harmony**

Harmony haircare, is famous for the hairspray advertising and seventies strapline “Is she or isn’t she?” and launched Leslie Ash’s acting career in the eighties, will continue with the existing ranges with plans for range extensions and NPD over the forthcoming year. Harmony has circa 1m users in the UK alone\*.

### **Stergene**

Stergene described as ‘The Perfect Handwashing Solution’, and designed for washing woollens, was first introduced in 1948 by the creators of Domestos. Stocked in most notable multiples, Stergene is a favourite for handwashing and travel wash and has a legacy of customer affection and brand trust. Stergene has been approved by The Woolmark Company for the washing of wool garments and is ideal for apparel care, for silk, wool and delicate fabrics.

### **Amplex**

Amplex Antiperspirant Roll-on Deodorant was voted best deodorant on a budget by The Sun newspaper\*\* and has a history reaching back to the eighties when it was promoted and endorsed by ex-Best Dressed Man in the World, Patrick Macnee (John Steed, The Avengers), who summed up Amplex with the strapline. ‘Don’t get a complex - get Amplex!’

**Leichner**

The World famous Leichner Foundation is a professional foundation used by photographic studios, television, theatre and professional make-up artists worldwide. It provides the perfect base for applying cosmetics. Leichner Tinted Foundation provides an all-day moisturising foundation which is great for professional flawless finish.

Leichner has a history dating back to 1873 and was made globally famous and endorsed by 'America's Sweetheart', actress and founder of the Motion Picture Academy, Mary Pickford.

**Ingram**

Often described as a luxurious shaving sensation because of its intense menthol feeling, Ingram had a reputation for being underestimated and had loyal followers world-wide since circa 1920 when it was known as Ingram's Therapeutic Shaving Cream and manufactured by Bristol-Myers of New York and London. Currently discontinued, Three Pears Brands will reformulate to meet today's compliance requirements and give Ingram a new lease of life as a British manufactured product.

Three Pears Brands have a select portfolio of outstanding classic fragrances, skin care and personal care products, nearly 50 years in logistics systems and exceptional product presentation, customer and marketing support and has already become one of the fastest growing fragrance, skincare, home and personal care brand owners in the UK.

Three Pears Brands currently have 16 world renowned and famous fragrance, skincare, home, personal care, and healthcare brands in their portfolio.

The Three Pears Brands family also includes the Cyclax 1896 skincare ranges, Nailoid Results, nail care and treatments, and Natural Classic Original Henna Hair Treatment Wax, Blue Stratos, Rapport, Mandate, Gold and Le

Jardin fragrances and skincare. They are also the marketing and distribution arm for Playboy condoms and lubricants for the UK and Ireland.

-ENDS-

\*Kantar Media June 2020

\*\*The Sun April 2016

Editors Notes.

## NOTES TO EDITORS

Media Contact

For more information, samples and interview opportunities contact:

Guy Marson

01905 731529 [guy@modusagency.co.uk](mailto:guy@modusagency.co.uk)

Three Pears was founded in 1973, supplying high volumes of branded and non-branded toiletries and household goods to independent retailers and market traders at competitive prices.

Today, Three Pears supply chemists, pharmacies, independent and national retailers and cash & carry outlets across the UK and retailers and distributors across 40 countries across the world.

With a large scale UK base in the midlands and a transport fleet of vehicles, Three Pears provide flexible access to products from its 100,000 sq.ft facilities via a trade mobile app linked to its cash and carry, internet sales, UK and overseas sales force and export logistics.

It is the size and scale of the Three Pears sales and logistics operation; their marketing and communications team as well as over 40 years' experience that position the business as ideal to develop the product ranges and distribution of Cyclax, Natural Classic, Gold, Mandate, Rapport, Blue Stratos, Playboy condoms and other brands.

The ranges include: '**MOISTURA**', quality skin care products made to revitalise skin that needs improved moisture. Cyclax Moistura is a beautifully formulated anti-ageing skin and body care range including eye, hand and night moisturising creams and lotions, exfoliators, cleansers, and toners. Its key ingredients include natural plant oils, vitamin complex, natural plant extracts, collagen, and a peptide complex.

'**NATURE PURE**' is an infallible method of skin care, feeding skin natural ingredients to give a natural feel with a natural look and natural healthy skin.

Cyclax Nature Pure is a formulated skin and body care range blending natural ingredients to address all skin care needs including: night/day cream, facial scrubs, face and neck creams, hand and body lotions, hand and nail treatment cream, bath and shower gels, moisturisers and exfoliators. The Pharmacy Show 2020 will see the introduction of a range of 3 bar soaps, a 360° moisturising and hydrating spray and 3 all new make up removal wipes.

Nature Pure's key natural ingredients include Certified Canarian Aloe Vera, Apricot Oil, Cocoa, Evening Primrose Oil, Green tea, Lavender and Vitamin E.

The Cyclax **NATURE PURE** Canarian Aloe\* range features Certified Canarian Aloe Vera, famous the world over and is acknowledged as having up to triple the amount of active properties compared to Aloe Vera from other areas of the world. Canarian Aloe Vera is a key ingredient in this soothing range of creams for face, hand and body.

\* This range is not available for UK distribution.

Cyclax ultra-moisturising cream bar soap is now available in a range of three scents and formulations. Clean, soothing and moisturising Aloe Vera along with gentle, fresh, soft Coconut and a rich, cleansing and toning Cocoa Butter.

**Cyclax Baby** is a cost effective range of Baby bath, Lotion, Shampoo and Baby Oil, packaged to be a volume seller.

**Cyclax Sun** is a growing range with sun care products in development and testing for next year. (2022) Self-tanning mist is planned for 2021 in medium and dark glow tones along with a 150ml Aftersun spray in two Aloe Vera formulations and Aloe Vera Soothing Gel is available now as a 100ml tube.

**Natural Classic** is the original Henna Treatment Wax with Pure Henna. Revitalises all types of hair, especially hair that has been damaged by bleaching, perming or tinting. Natural Classic also features a new pairing of Dry Shampoos available in either Original Clean and Refreshing fragrance or Exotic Blossom.

**Classicure** is a new personal care brand with an Aqueous Cream, in a handy, mess free pump and 70% alcohol hand sanitizer in a range of sizes from 100ml to 250ml.

Classicure Hand Cleansing and Sanitizing Gel is available in 300ml and 400ml flip top bottles and kills 99.9% of Bacteria with an alcohol content of 70%.

The recently acquired **Nailoid Results** brand has an established and unique heritage in nail treatments and nail care. The brand has been around for over hundred years and now offers some of the most modern and relevant formulations on the market today.

The rebranded 'Nailoid Results' range has been developed by nail care professionals to address every nail care, treatment and maintenance requirement to give both men and women strong beautiful, natural-looking, healthy nails. This range will be repackaged in 2021.

## UK Classic Fragrances

### About Gold

Gold Aftershave Splash was originally launched in 1976 for those who "Go for Gold". Relunched in 1997, the brand represented the epitome of contemporary elegance.

Gold Aftershave Splash is a fresh blend of Lemon Bergamot, Lavender, Geranium, Basil, Clove, Patchouli and Nutmeg. Consisting of a lower oil concentration Gold Aftershave splash provides a subtle but sophisticated finish.

Gold Aftershave Splash creates a protective layer on the skin's surface acting as a barrier against the loss of natural moisture. Featuring Evernia Furfuracea, this fixative means Gold Aftershave Splash will have a longer scent life on your skin.

Gold is available in 100 ml bottles as Eau de Toilette, Aftershave Splash and Pre Electric Shave Lotion.

### About Rapport

Rapport original red is an aromatic and spicy fragrance for men originally launched in 1988 by the Shulton company. Available as an Aftershave and Eau de Toilette in 50ml and 100 ml with an accompanying collection for care.

Rapport is available in 3 key ranges, Original Red, Rapport Black and Rapport Sport, individually and as gift packs.

Rapport (original red) features top notes of Citrus, Sage, and Coriander with heart and floral notes of Geranium, Galbanum, Incense, Cardamom and Patchouli. Its' base notes include Musk, Oakmoss, Patchouli and Sandalwood.

Rapport combines aromatic freshness with sensual warmth to deliver a spicy yet seductive masculine fragrance.

#### **About Mandate**

This popular men's fragrance and skincare brand was launched in 1975 by Shulton Inc., the creators of Old Spice and has a proven legacy in the men's grooming market.

Mandate is available as an Eau de Toilette in 50ml and 100 ml with an accompanying body spray. It features top notes of Bergamot, Lavender, Rosewood, Rosemary and Clary Sage. Heart notes of Geranium, Clove, Cinnamon and Pine and with base notes of Cedar, Oak Moss, Tonka, Amber and Musk.

#### **About Le Jardin**

Le Jardin is a feminine perfume launched in 1983 by the house of Dana as Max Factor Le Jardin. It is classified as a feminine scent and possesses a blend of soft fresh white flowers. It has a floral and crispy fragrance and is recommended for daytime wear.

Le Jardin is available as a 30 ml and 50 ml Eau de parfum, Body Spray, Hand & Body Lotion and a Shower Gel. Le Jardin can be described as having fresh, floral top notes of Bergamot, Mint and Tarragon with heart notes featuring Cyclamen, Magnolia, Tuberose, Iris, Jasmine, Ylang ylang, Lily of the valley, Rose and base notes of Sandalwood, Amber, Musk, Civet, Oakmoss and Cedarwood.

Le Jardin also features Le Jardin D'Amour which was launched in 1987 as an complementary fragrance to Le Jardin in contrast to Le Jardin's floral innocence and is scent for evening wear.

**Le Jardin D'Amour** features top notes of Bergamot, Fruits, Aldehydes, Palisander, Rosewood. Middle notes of Rose, Ylang-Ylang, Lily Of The Valley, Orris Root and base notes of Vanilla, Tonka Bean, Benzoin, Amber, Cedar, Musk and Sandalwood.

#### **About Blue Stratos**

Blue Stratos was acquired by Three Pears Brands in 2019 and range extensions are planned throughout 2021 with NPD already underway.

"Blue Stratos Original Blue" is available in Aftershave, Eau de Toilette, Pre-electric Shaving Lotion, Shave Foam and a Deodorant Spray. Featuring the original classic scent that has been popular for 50 years.

Blue Stratos Original Blue is a classic masculine scent which features as a landmark fougere fragrance in the industry. (Fougere means 'fern-like' in French and describes one of the main fragrance families that also include Floral, Oriental, Woody, Chypre, Gourmand, Fruity and Citrus).

Blue Stratos Original Blue features top notes of Lime, Lemon, Petitgrain, Bergamot, heart notes of Geranium, Rose, Patchoili, Lavender, and base notes of Cedarwood, Vanilla, Amber and Musk and is a UK manufactured range.